



The Norfolk Downtown Arts & Design District Revitalization Strategy

U R B A N D E S I G N A S S O C I A T E S

Draft Report: The May 2013 Charrette
City Planning Commission: 12 September 2013

The goal of this planning process is to provide a framework for collaboration among the City of Norfolk, various arts and civic organizations, property owners and private investors in order to create a lively, dynamic and sustainable Downtown Arts & Design District.

The planning process builds on a series of recent events that continue to have a positive impact on the area, including:

The Chrysler Museum expansion program and Art Walk;

The NEAD (Norfolk Emerging Arts District) which generate great interest in creating an Arts District;

Modifications to the Zoning Ordinances to permit art district uses and to simplify the process for starting new ventures;

Better Block Demonstration Project tested ideas for revitalizing the area such as parklets, new traffic patterns, pop-up retail and others which have been adopted as recommendations of this plan.

New uses on Granby Street such as Alchemy NFK, “an open source office, studio, music space and a tool for the community become more involved in the arts while giving those that enjoy creative endeavors a platform to the broader community.

Three Step Planning Process

1. Understanding: March-April
2. Trying out some ideas: May 15-17 Workshop
3. Developing the Plan: May-June

Meetings, Workshops and Participants

Planning Department Meetings on Uses:
Property owners in DADD, Downtown
Civic League, Retail Alliance and
Downtown Norfolk Council

September 26th
November 14th
January 22nd

DADD STRATEGIC PLAN

City and Institutional Staff:
Property Owners and Stakeholders
NEAD and Artists

February 13th
March 13th
March 12th

BETTER BLOCK

Downtown Norfolk Council
Institutional and Partnering Arts
Organizations

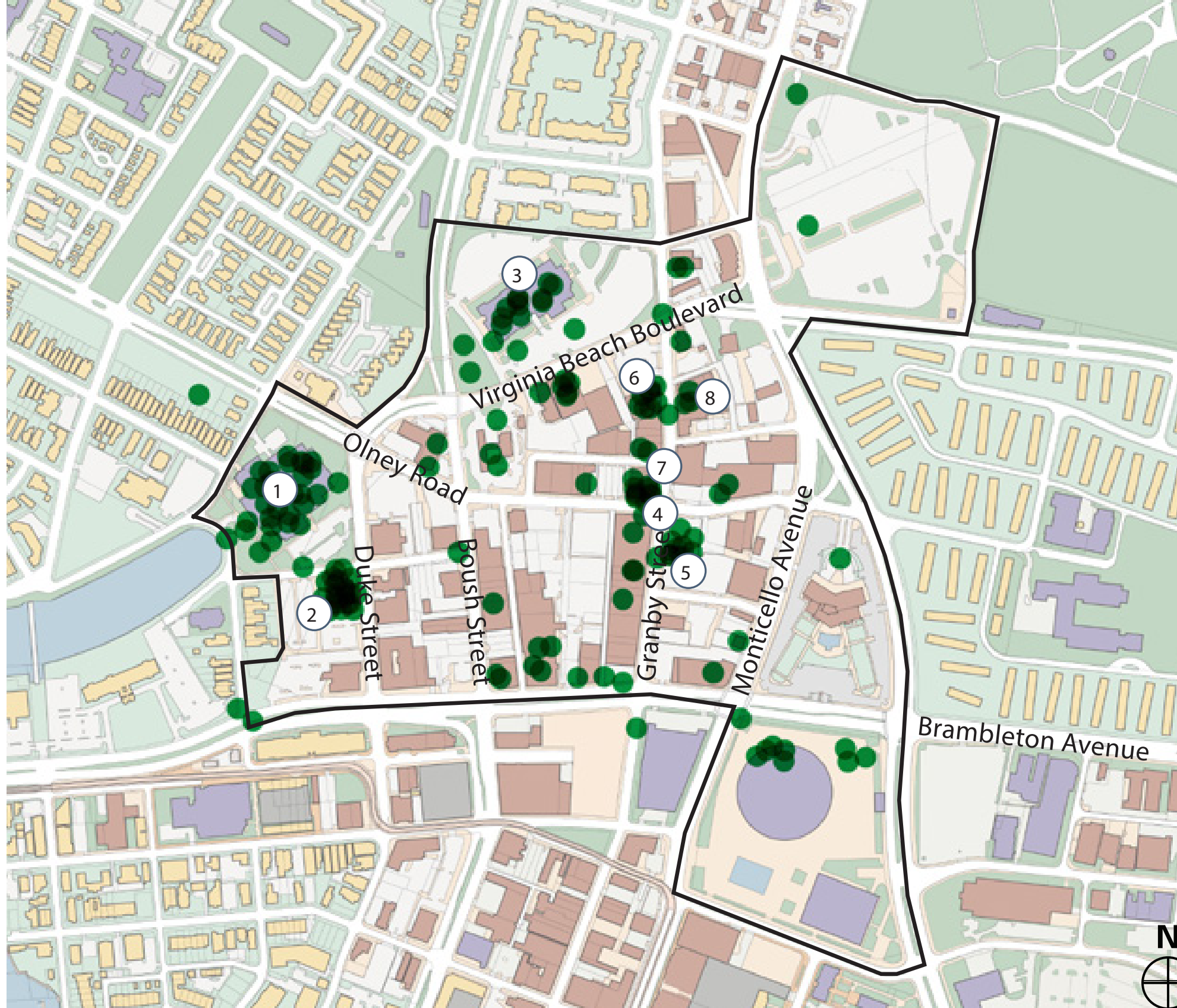
April 12th-13th
April 24th

CHARRETTE AT ALCHEMY

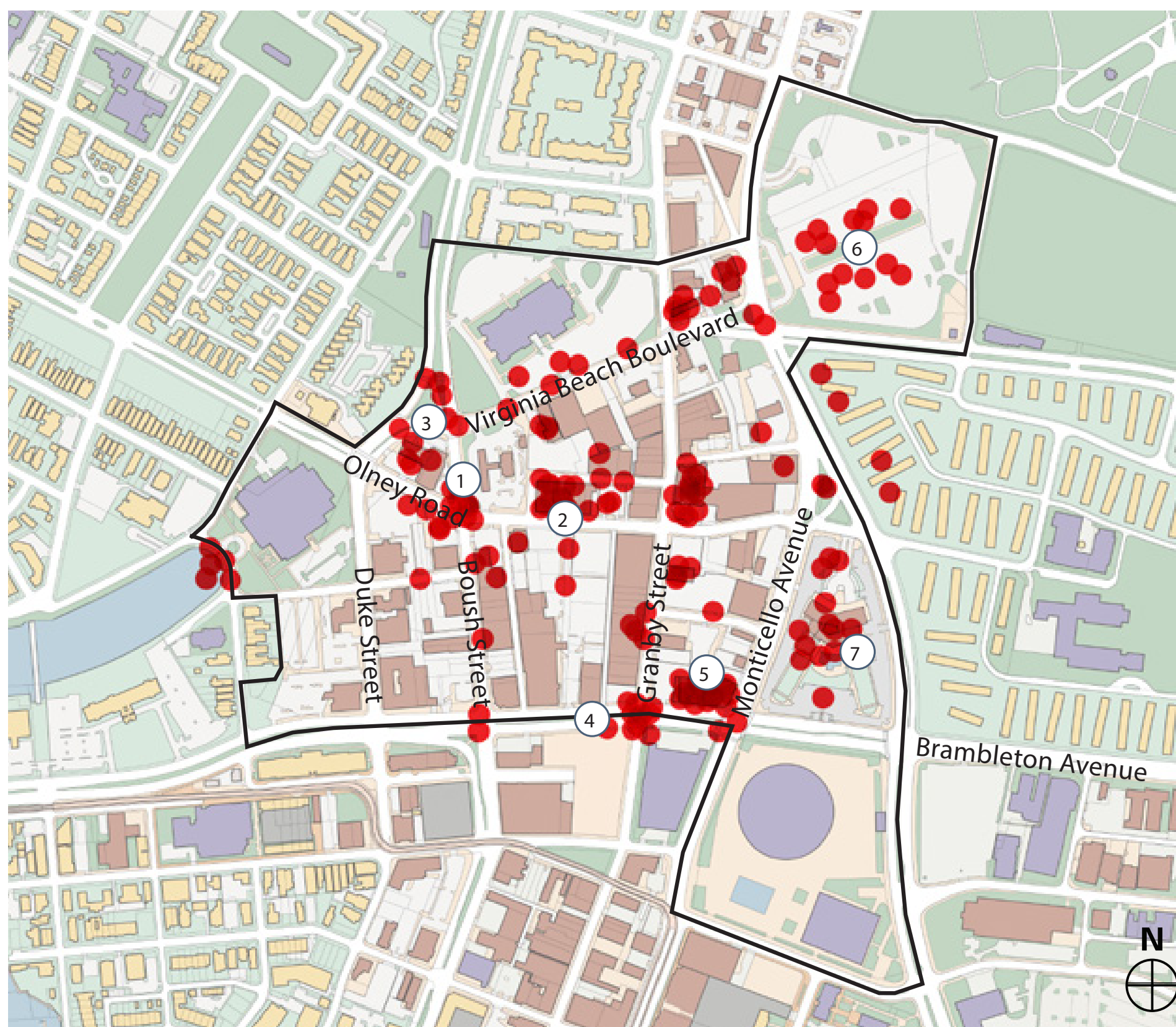
First Draft Summary of Charrette
Second Draft

April 25th
May 15th-17th
June 15th
August 30th

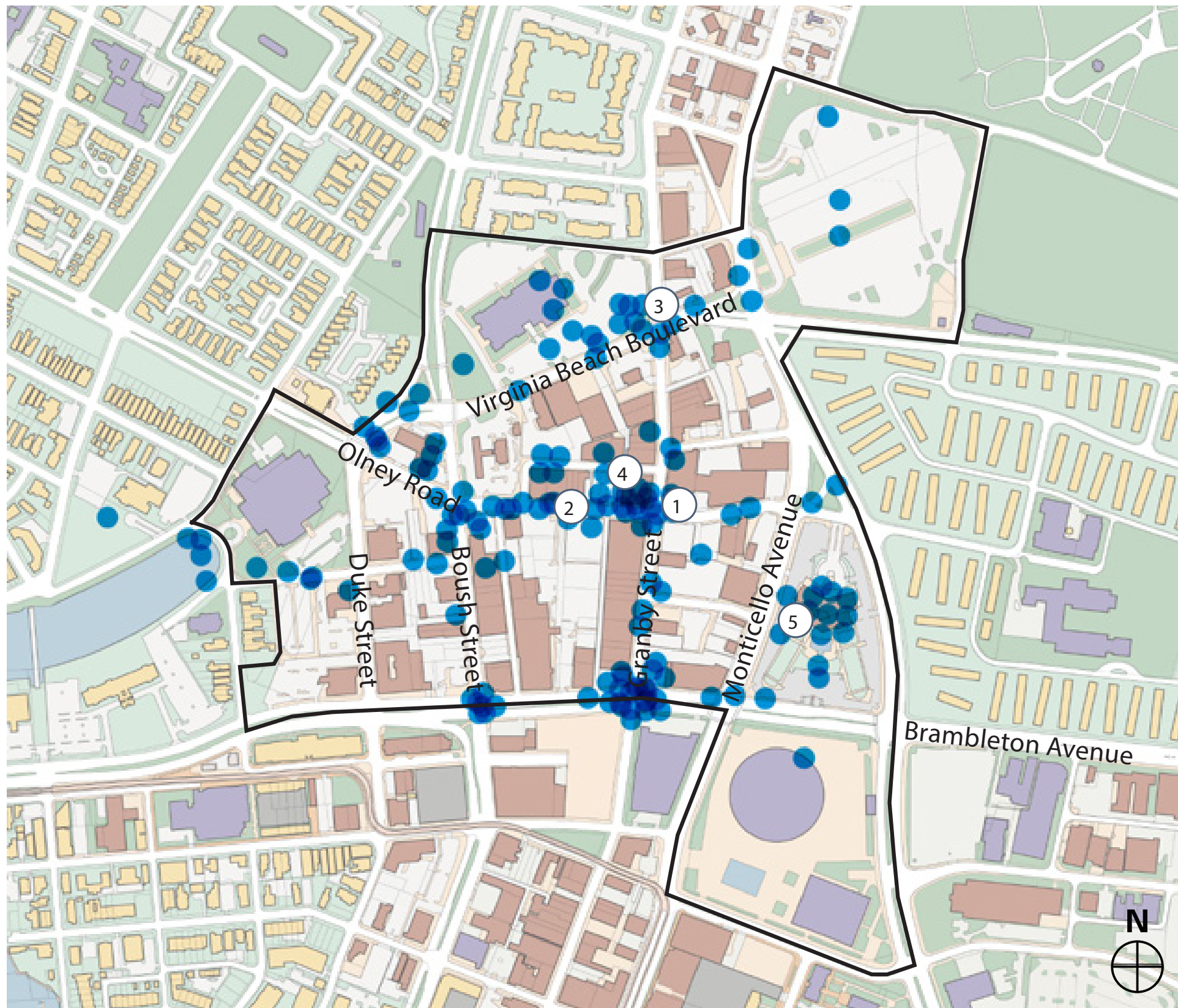




Green Dot Exercise Participants placed three green dots on the places they thought were the best in the area. The greatest number are concentrated on the Chrysler Museum (1), Chrysler Museum Glass Studio (2), Harrison Opera House (3), several buildings and uses on Granby Street (4) including the Texaco Building (4), Bob's Gun and Tackle Shop (5), Exotic Home Furniture (6), Amazing Grace Hair Styling (7), and Alchemy NFK (8).



Red Dot Exercise Participants placed three red dots on the places they thought were the worst in the area. There are several clusters of red dots, including: the areas with the worst flooding around Olney and Boush Street (1) and along Olney Road (2); along Virginia Beach Boulevard (3) for its bleak character; intersections along Brambleton Avenue (4) because it is a barrier; the Greyhound Station (5); some of the large parking lots (6), including Cedar Grove and the Norfolk Plaza Hotel Downtown (7).



Blue Dot Exercise Participants placed three blue dots on the places to make improvements; these include: Granby Street to build on the Better Block program (1); Along Olney Road, especially in areas with flooding and vacant building (2); Virginia Beach Boulevard (3) to provide a gateway and connect the parking to the District; Magazine Street to take advantage of interesting spaces (4); improvements to the hotel and Monticello Avenue (5).

ISSUES AND THEMES

1. Connections: Gateways, bike and pedestrian-friendly streets and animated public spaces



2. Response to Flooding and Water: Engineering and Art



all Buster Simpson



3. Image and Personality: Water, art, glass art, painting, gritty, organic and alternative



4. Image of Public Safety: Design, management, and programming of publicly used spaces

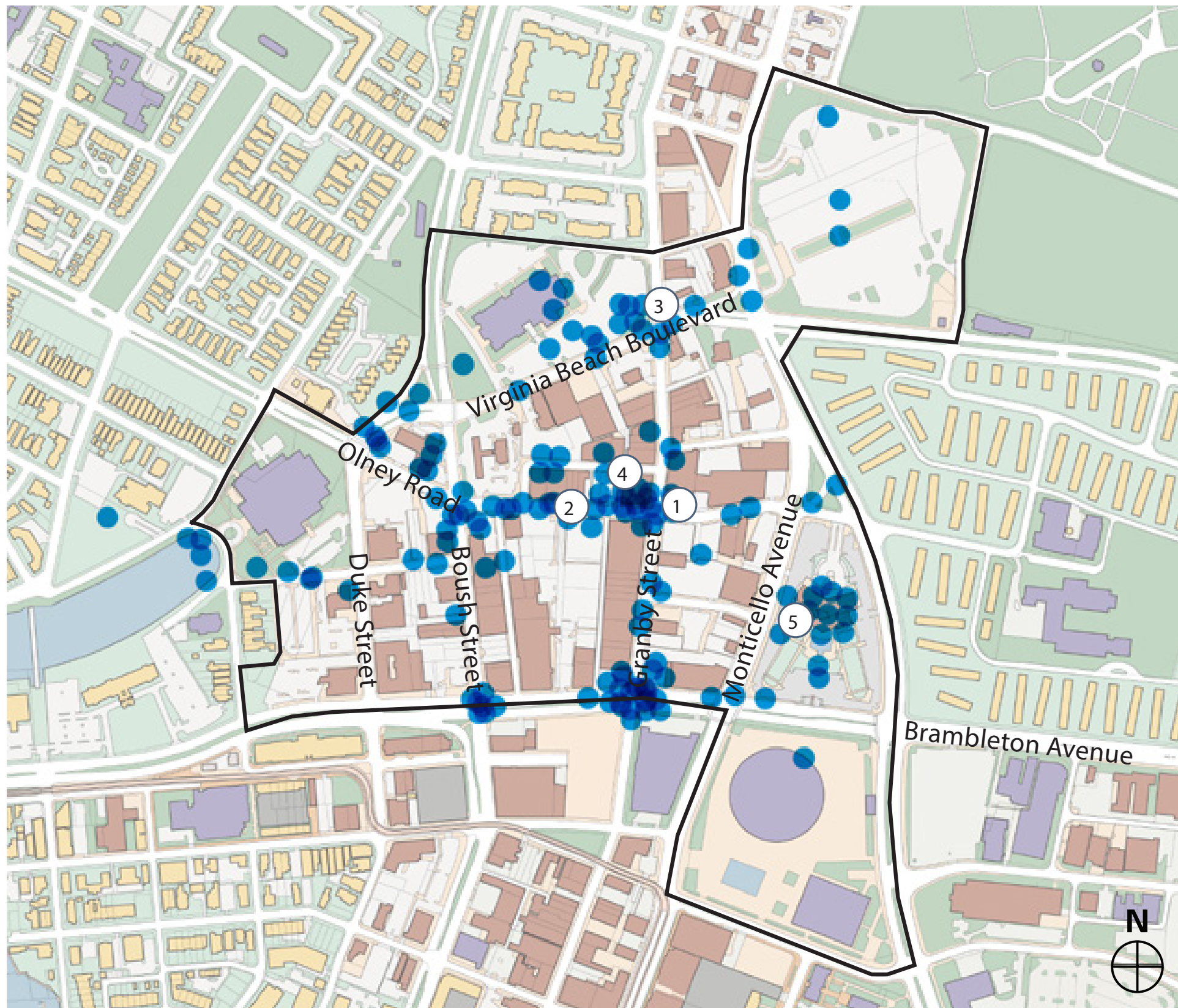


5. Parking Strategy: A solution for the whole district

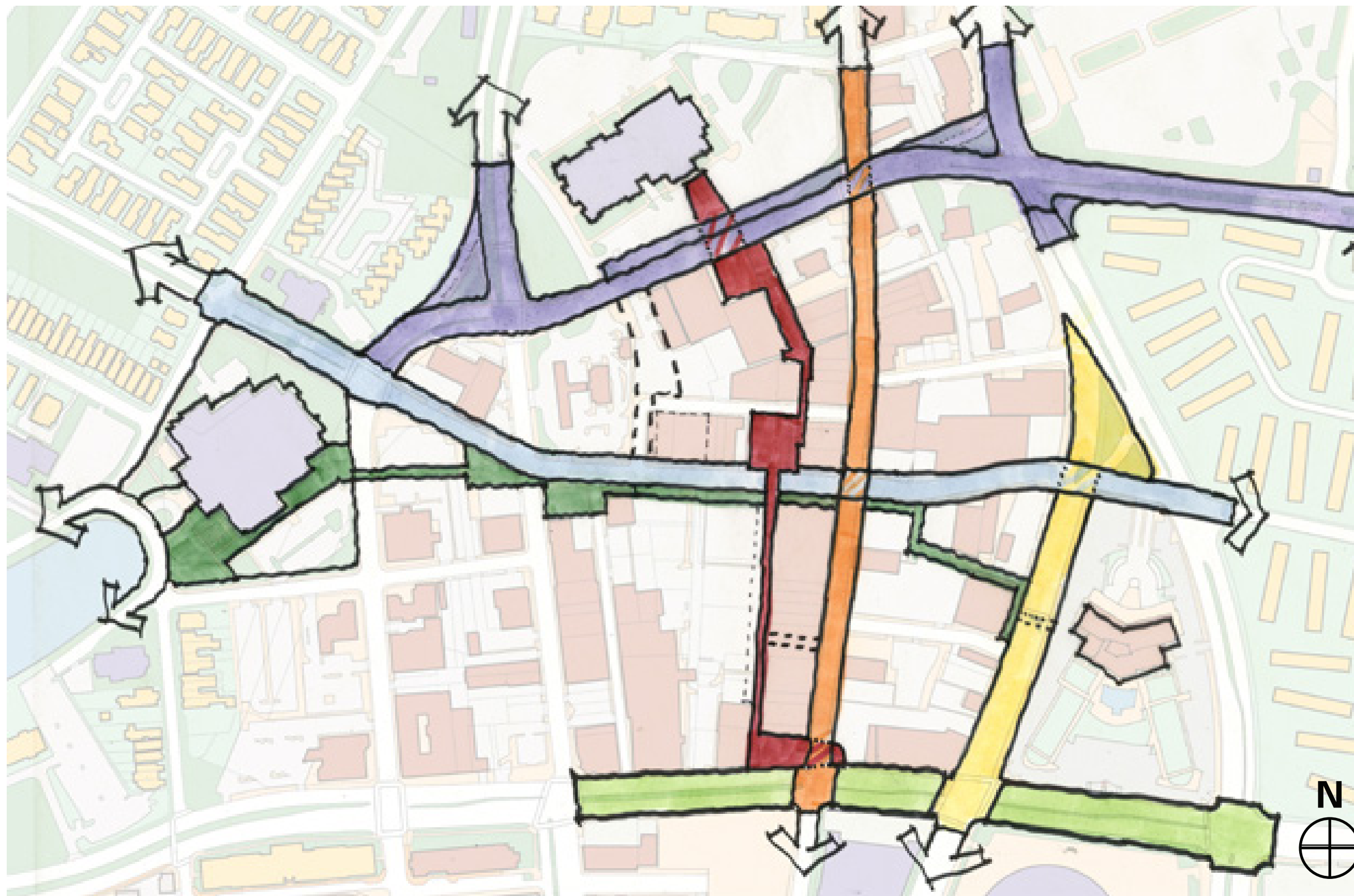


6. Existing and New Building Stock: How to use and provide affordable studio, retail, work, and living space





Blue Dot Exercise Participants placed three blue dots on the places to make improvements; these include: Granby Street to build on the Better Block program (1); Along Olney Road, especially in areas with flooding and vacant building (2); Virginia Beach Boulevard (3) to provide a gateway and connect the parking to the District; Magazine Street to take advantage of interesting spaces (4); improvements to the hotel and Monticello Avenue (5).



GRANBY STREET



VIRGINIA BEACH BLVD



MONTICELLO AVENUE



OLNEY ROAD



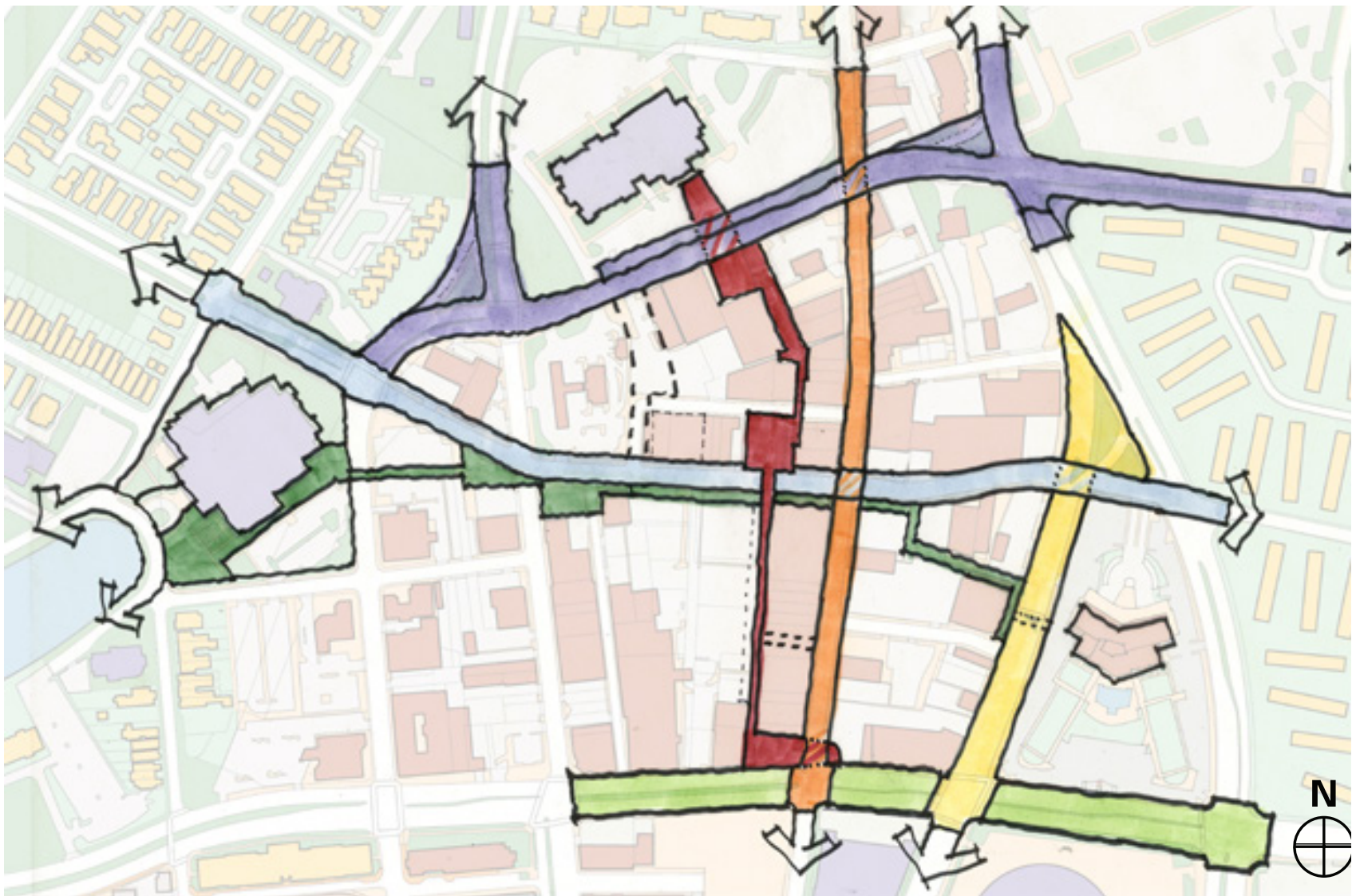
MAGAZINE STREET








Immediate Actions: Small-scale projects that can be implemented within the next 90–180 days with the goal of changing the function and form of streets without major construction in order to create an appropriate urban scale environment.

Mid-Term Actions: More permanent improvements to be implemented over the next two to three years that will further establish each of these addresses as viable urban place.

Long-Term Programs: Finding ways of developing and building the facilities that will serve the Arts & Design District in the long term.

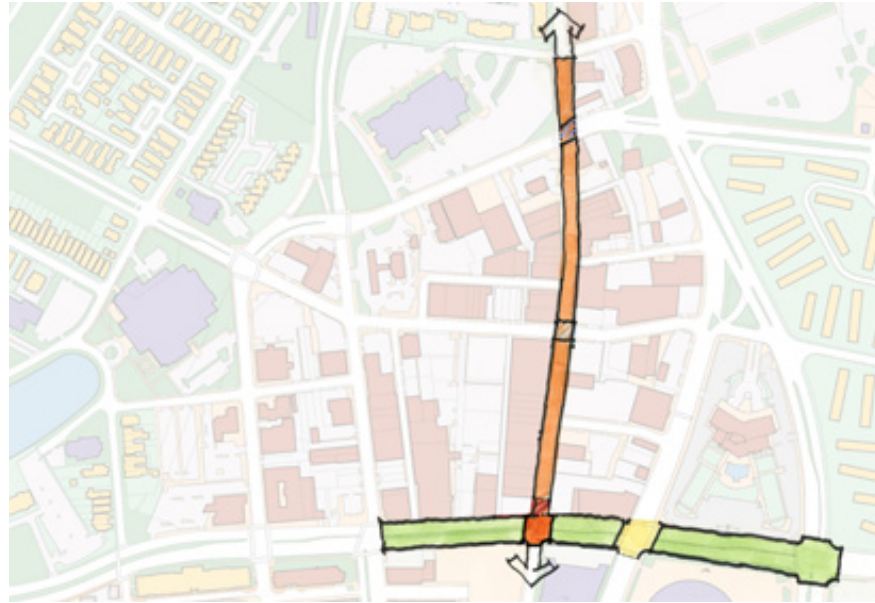


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|---|---|---|
|  GRANBY STREET |  VIRGINIA BEACH BLVD |  MONTICELLO AVENUE |
|  OLNEY ROAD |  MAGAZINE STREET | |

Each of these initiatives include improvements to be made by the city (C), the private sector (P) (property owners, developers, and business owners), civic organizations (O), institutions (I), and others which will require the collaboration of both the public and private sectors (B).

GRANBY STREET

Build on the Better Block program to create a lively pedestrian and bike friendly street between Brambleton Avenue and Virginia Beach Boulevard as the heart of the district.



Existing Condition



Proposed Condition



Early Action and Testing Phase

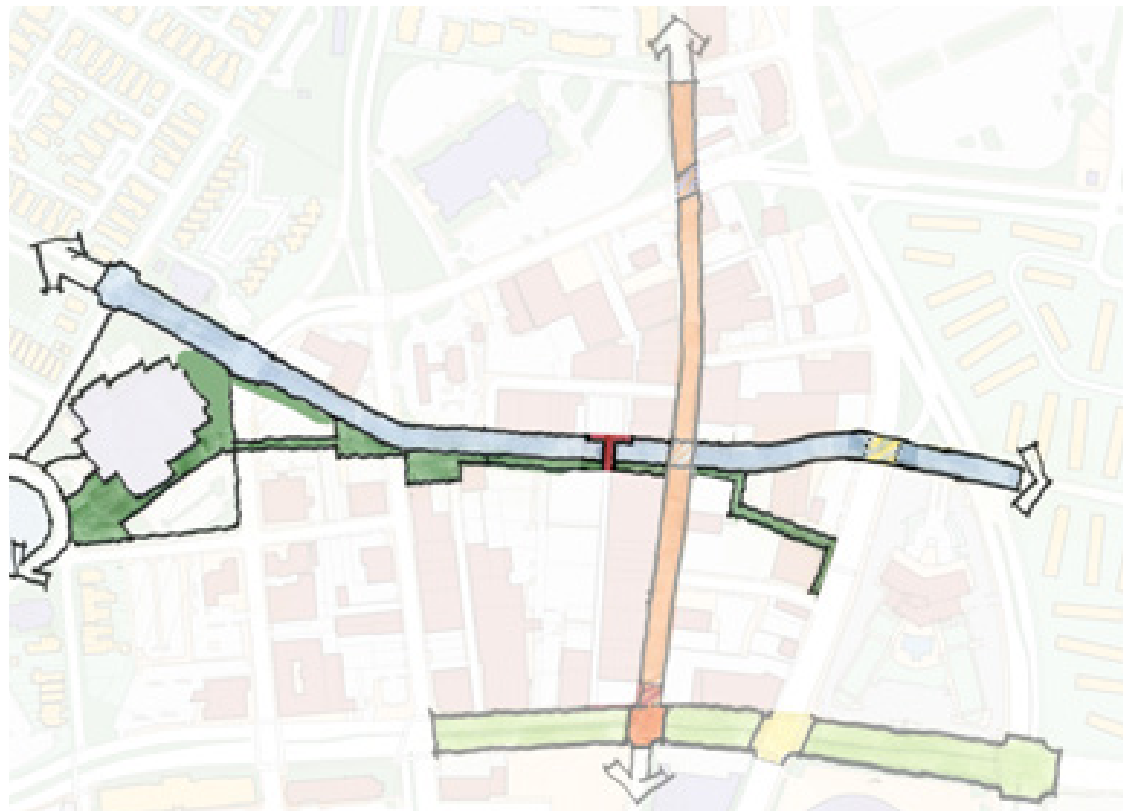
- A. Install pedestrian-scale lights (C)
- B. Create gateways at Brambleton Avenue and Virginia Beach Boulevard, each integrating art projects (B)
- C. Re-stripe crosswalks, add new crosswalks, and install sharrows (C)
- D. Continue to encourage food trucks and pop-up retail shops (B)
- E. As a demonstration in the Better Block area, install planters to define parking spaces, parklets, and bike corrals; commission artists and designers to create special elements (B)
- F. Tame traffic to 15 mph to make safe for pedestrians and cyclists (C)
- G. Provide facade improvement programs that include artists dealing with water management (C)
- H. Continue to encourage diverse uses to move into area, especially creative fields (B)
- I. Provide amenities that create places that support a lively urban experience (B)

Mid-term and Long-term Actions

- A. Translate planters and other devices into permanent infrastructure (C)
- B. Extend demonstration to Brambleton Avenue (B)
- C. Continue to support efforts to use vacant properties (B)
- D. Develop and implement a parking strategy (C)
- E. Identify sites for development (B)
- F. Continue to integrate artists in design of streetscapes and architecture (B)



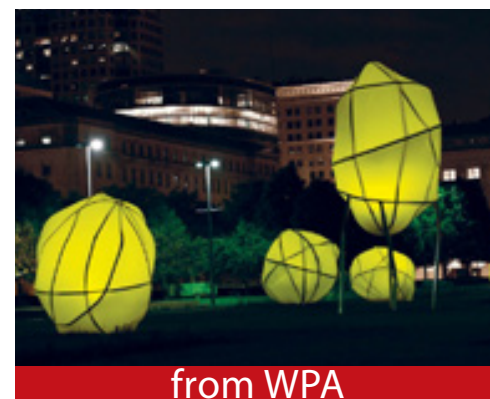
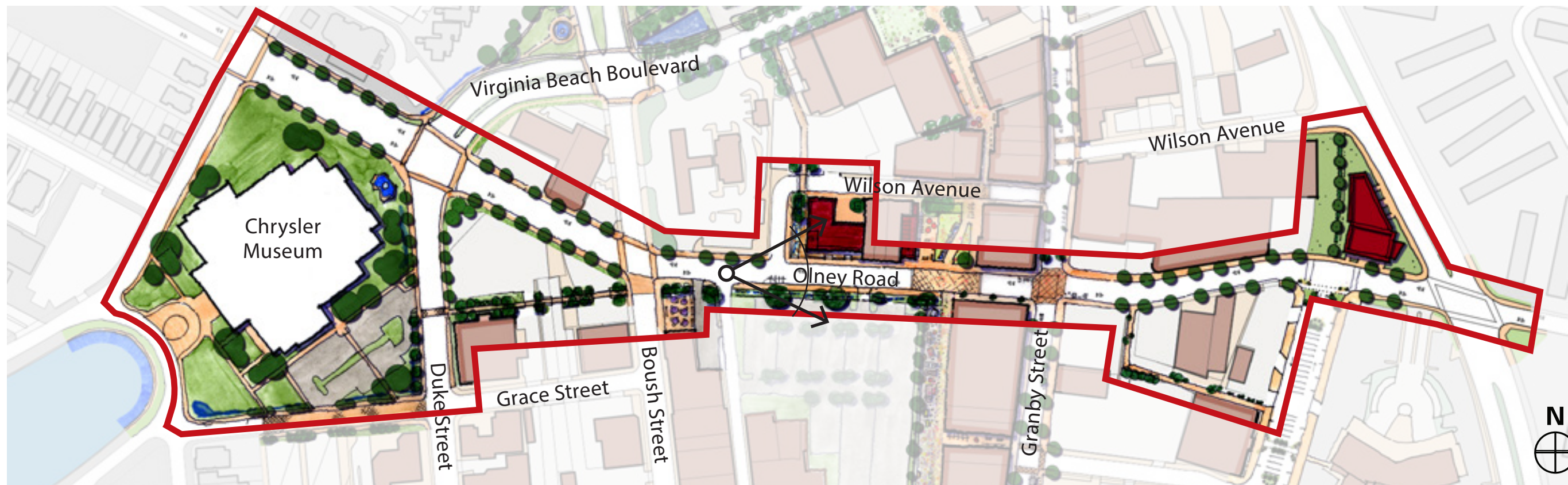




OLNEY ROAD

Create a green art walk between the museum and Granby Street as part of re-establishing an east-west, bicycle-friendly connection through the city.

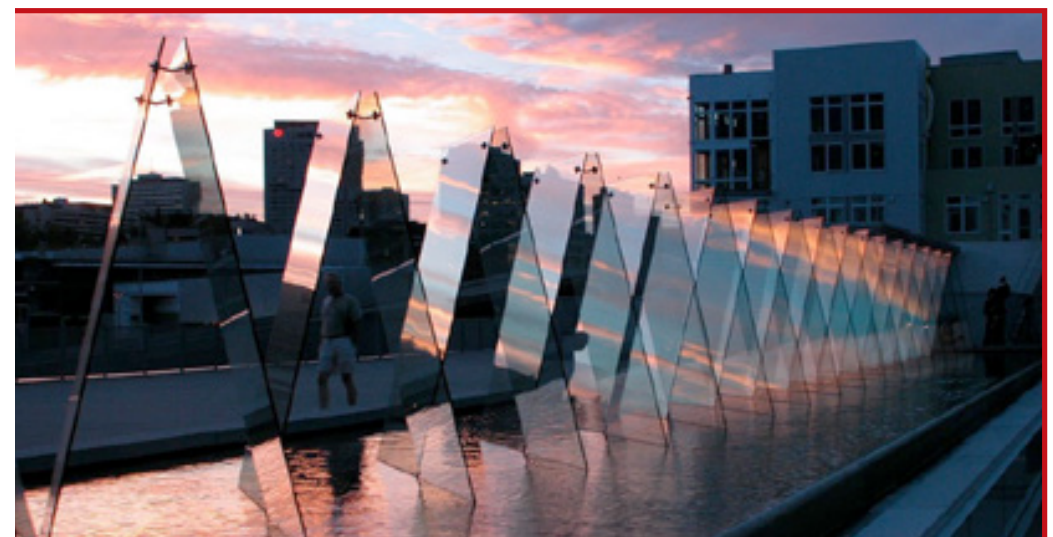




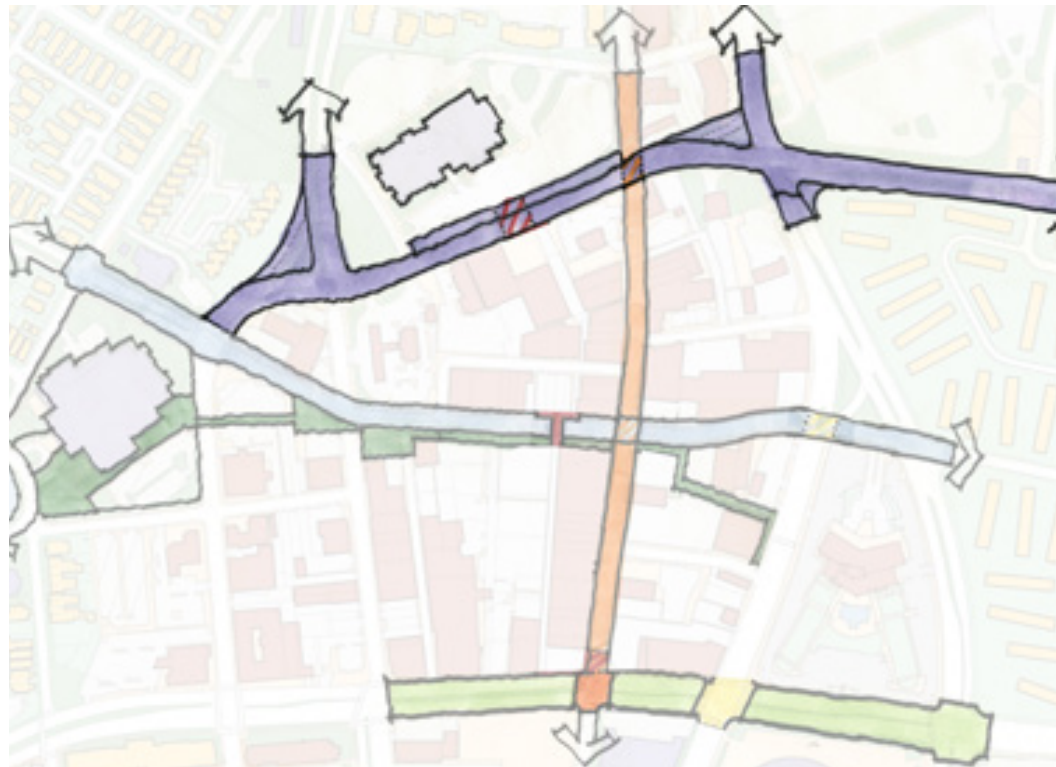
Art installations can enliven the area at night



Chrysler Museum's Art Walk along Grace Street



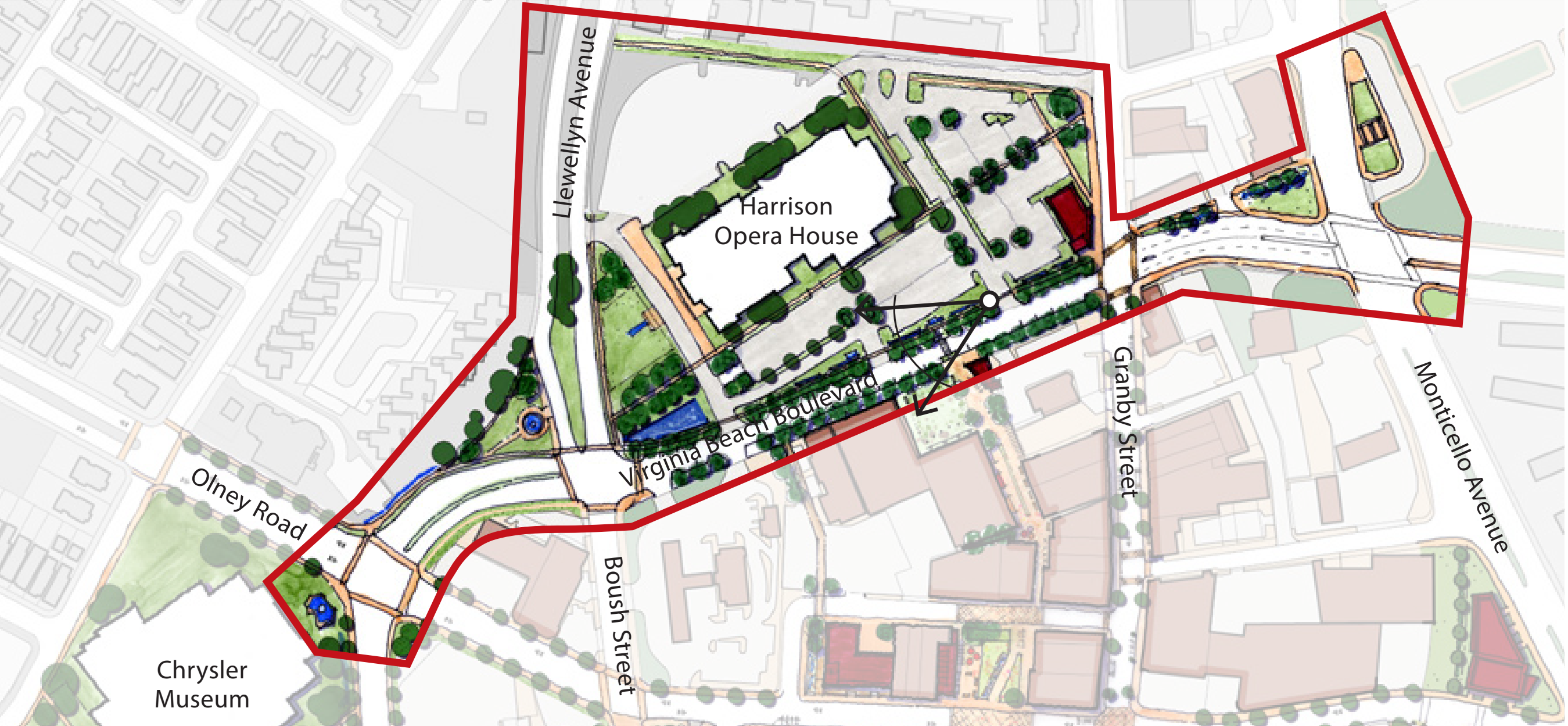




VIRGINIA BEACH BOULEVARD

Transform a bleak, high speed road into a green civic address with parking for the district between St. Paul's Boulevard and Olney Road.









MAGAZINE STREET

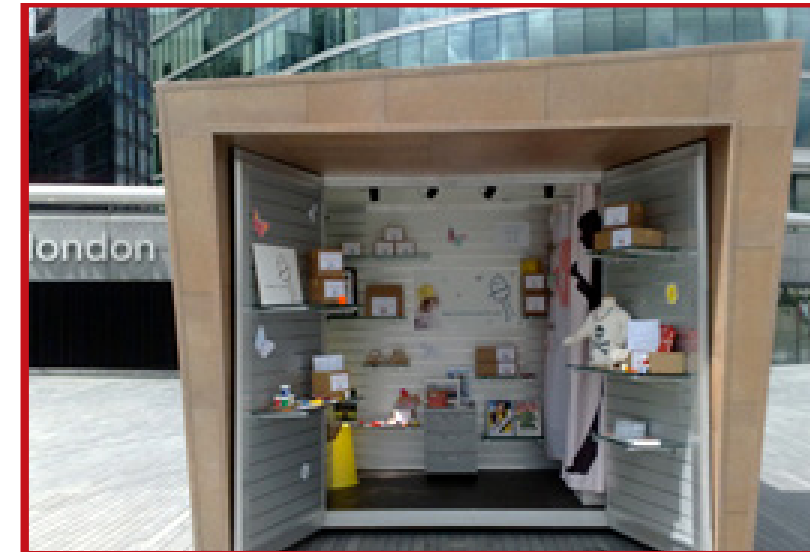
Transform a back alley into a lively small scale market street and central square for the district between Brambleton Avenue and Virginia Beach Boulevard.





from WPA

Markets generate activity



from WPA



Alley-facing retail is encouraged on Magazine



from WPA

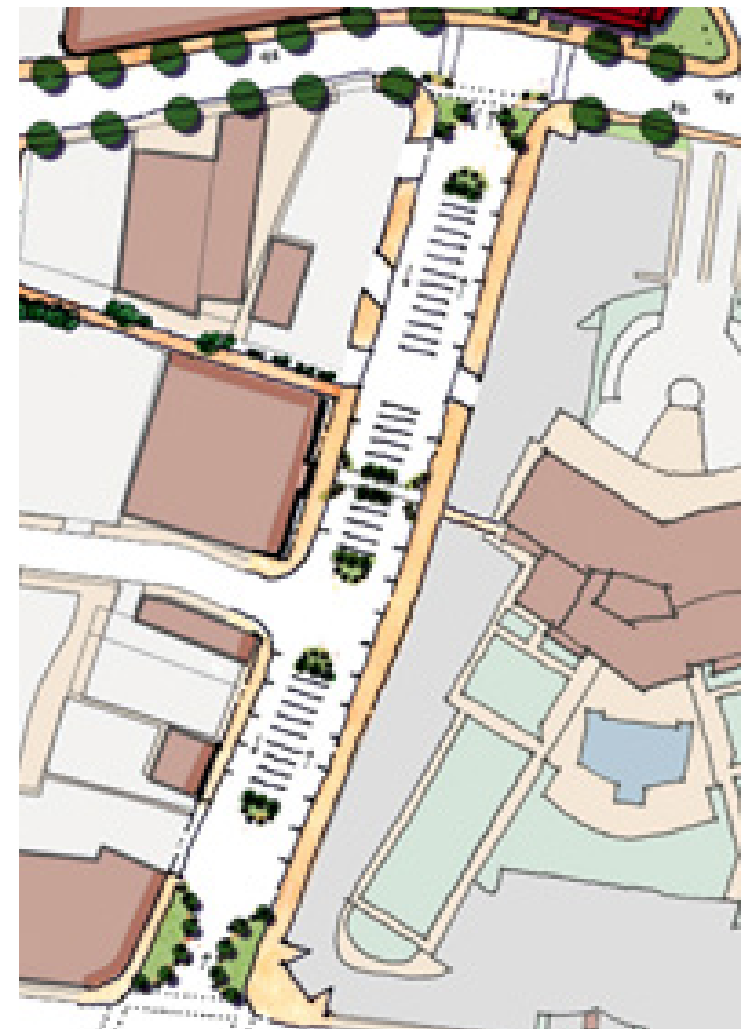
Examples of pop-up retail

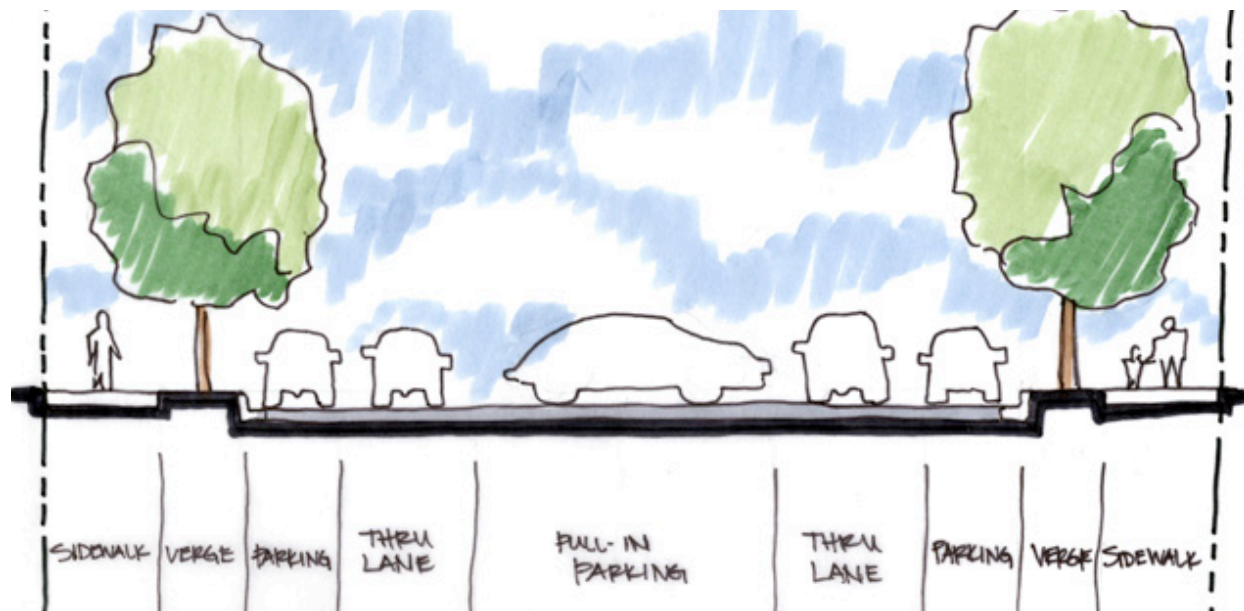




MONTICELLO AVENUE

Transform an under-utilized highway into a destination address with parking for the district.





Early Action and Testing Phase

- A. Close Monticello Avenue between Wilson Road and Olney Avenue (C)
- B. Re-stripe pavement and add planters to define parking configuration (C)
- C. Promote a farmer's market and pop-up retail (B)
- D. Integrate the parking into a district-wide parking program, including collaboration with privately held parking lots (B)

Mid-term and Long-term Actions

- A. Translate planters into permanent streetscapes with new lighting and appropriate signage (C)
- B. Work with the hotel owner to explore ways of creating active frontage along Monticello Avenue (B)
- C. Develop and build artist live-work building at the gateway (P)





Immediate

- » Sharrows
- » Bike racks
- » Bike corrals
- » Bike-friendly business program (created by business association)



from WPA



from WPL

Long-Term

- » Bike lockers
- » Tune-up station



Immediate

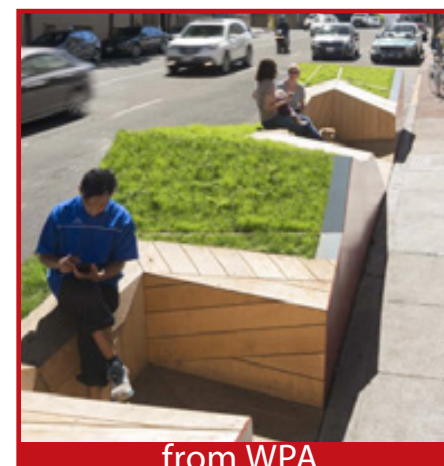
- » Parklets
- » Planters with trees
- » Murals
- » Wayfinding/signage
- » Crosswalks
- » Sculpture
- » Seating
- » Temporary shading devices

Long-Term

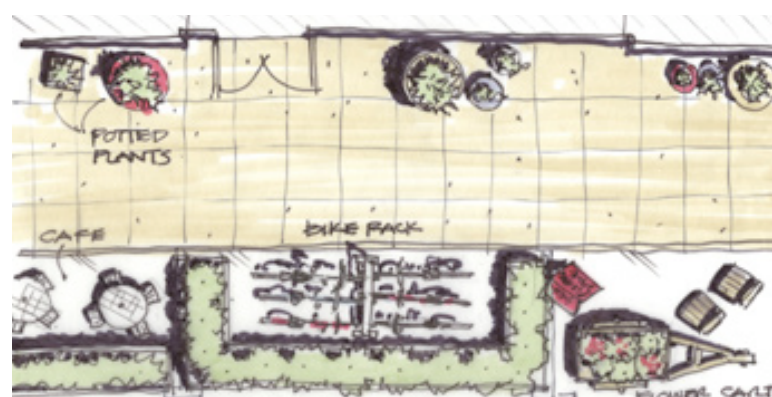
- » Street lighting
- » Sculpture
- » Cisterns
- » Seating
- » Stormwater infrastructure
- » Permanent shading devices



from internet



from WPA



Immediate

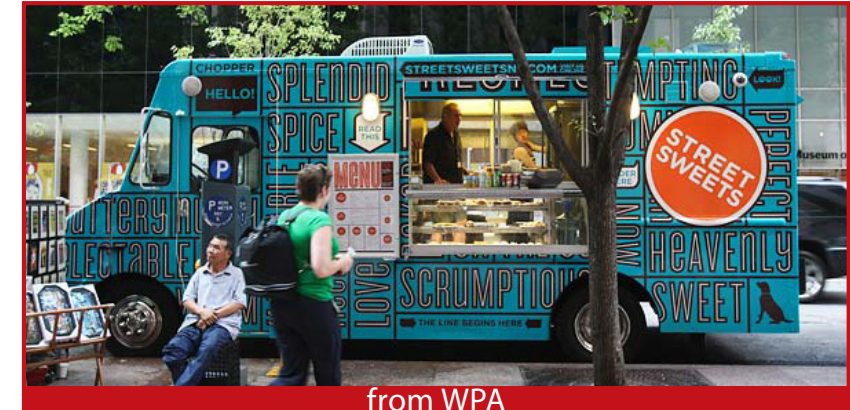
- » Food trucks
- » Farmers markets
- » "Town Hall"
- » Open streets
- » Art-All-Night
- » Park(ing) Day
- » Art competitions for bike racks and cisterns
- » Car show
- » Temporary art installations and outdoor performances

Long-Term

- » Gallery crawl
- » Workshops/open studios
- » Street fairs
- » Festivals: food, wine, beer, coffee, art, etc.



from internet



from WPA

Immediate

- » Facade improvement program (Downtown Norfolk Council)
- » Pop-up retail
- » Bike-related Infrastructure
- » Green walls
- » Adaptive reuse with active ground floors
- » Building cisterns
- » Exterior building lighting
- » Green roofs

Long-Term

- » Strategic, flexible new construction (ArtSpace)



from WPL



from WPL



EXISTING STREET-BASED BIKE ROUTES

PROPOSED RIVERFRONT TRAIL EXTENSION

PROPOSED STREET-BASED BIKE ROUTES

PROPOSED OFF-STREET GAPS TO BE CONNECTED



1. Surface parking x-ray: The black tones indicate



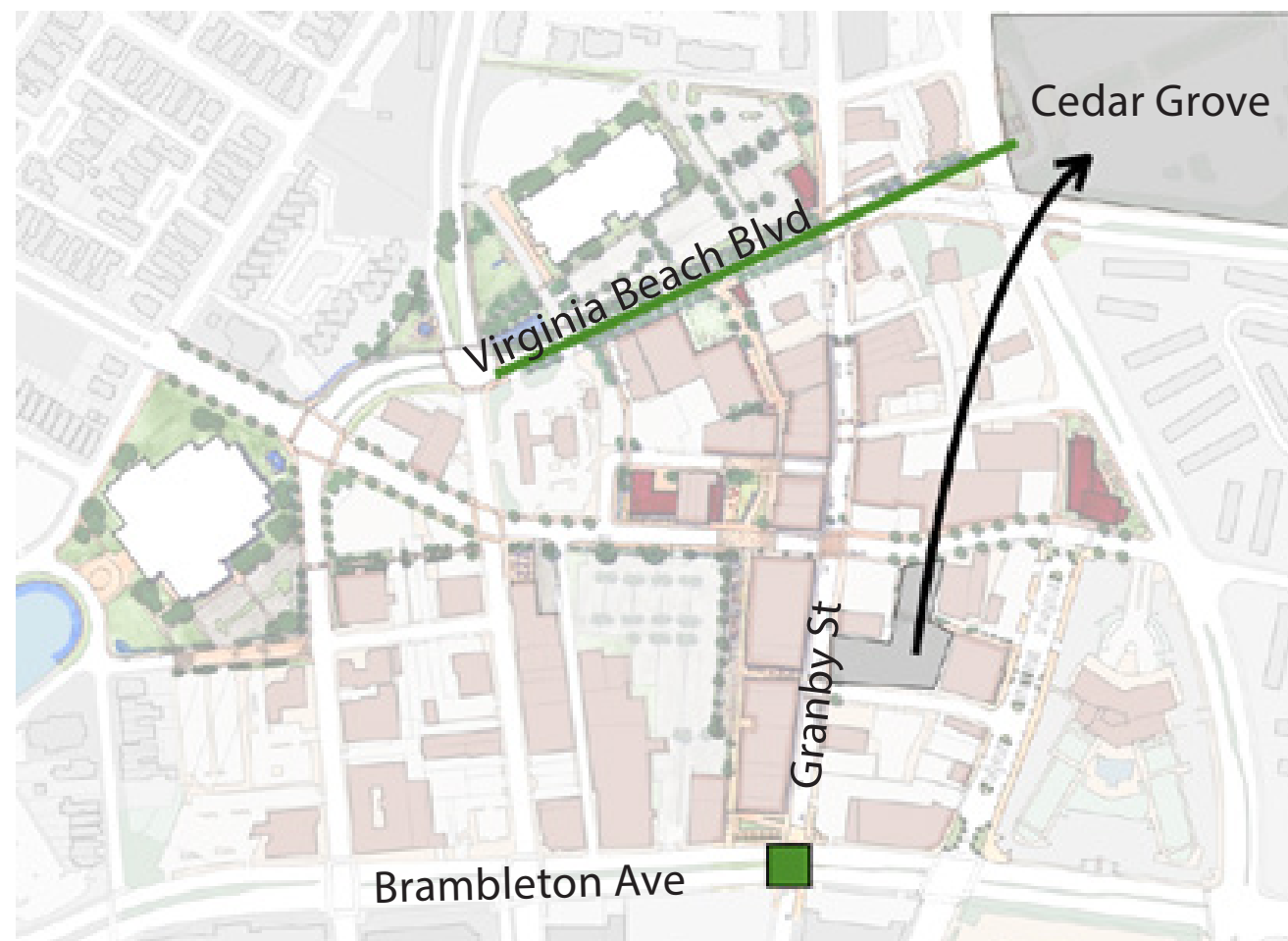
3. Use city-owned and leased resources to improve



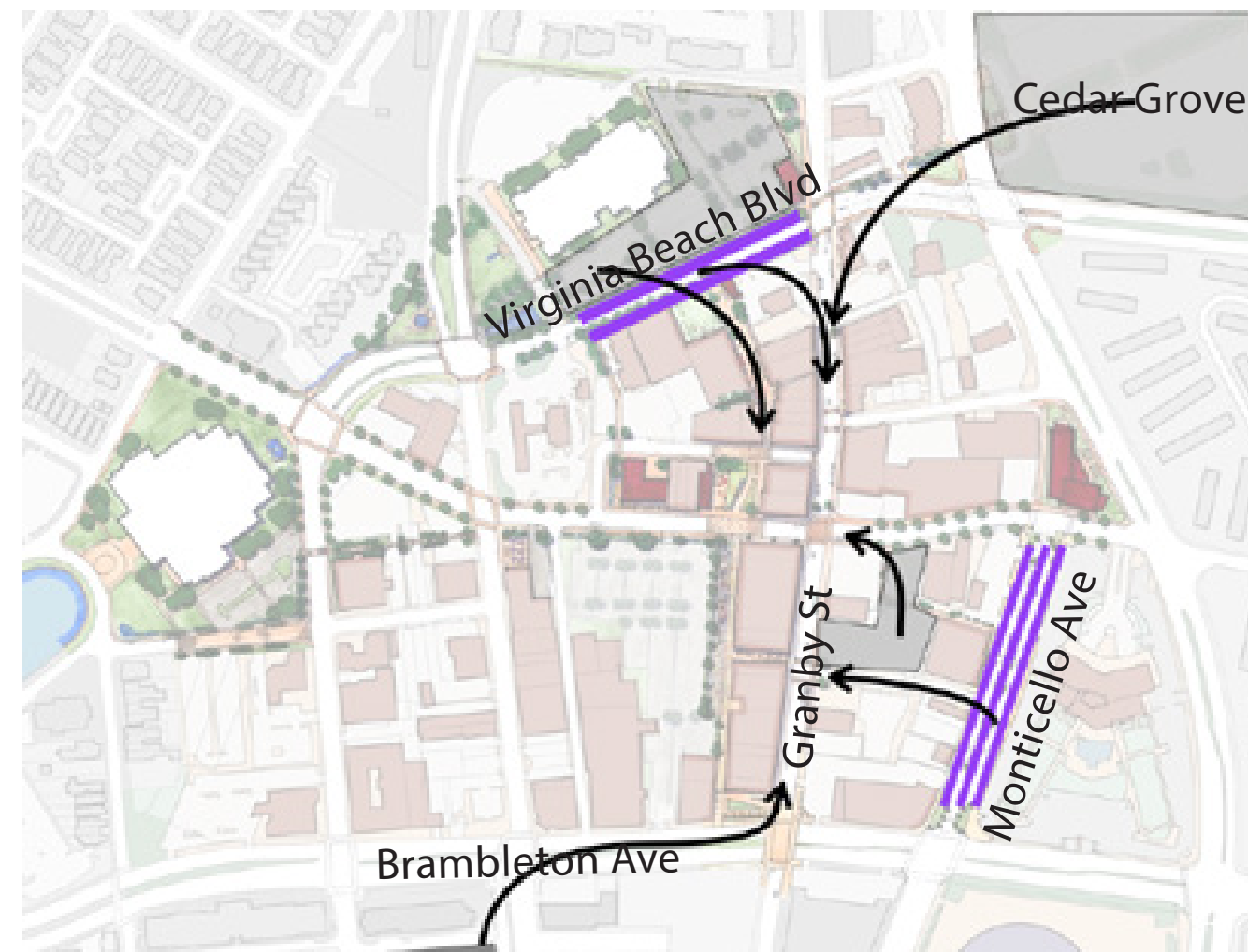
2. Existing parking is inefficient, dedicated to



4. Cedar Grove Parking and nearby downtown



5. Improve pedestrian connections to and from Cedar Grove and downtown, move city parking needs to Cedar Grove

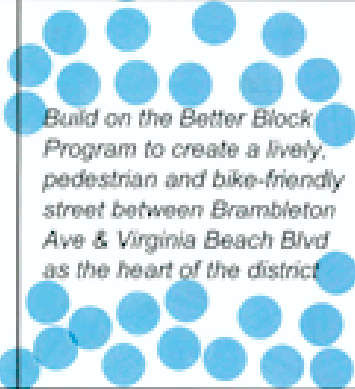

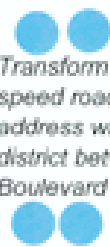
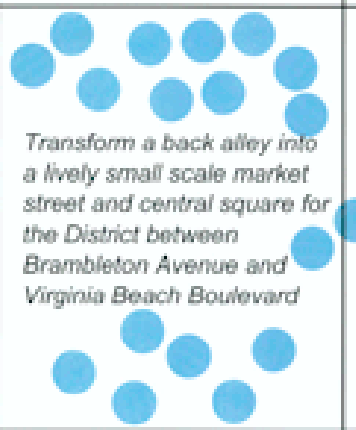





6. Increase accessibility and capacity by adding on-street parking, re-configure Opera House lot, and open former city-leased lot to public

Five Initiatives Shopping List for Each Tool Kit of Ideas Art Program Underway

Next Step
Establish and Entity
Determine Priorities
Develop Individual
Projects
Implement Short
Term Actions



Initiative	Mission	Steps	Ownership
Granby Street	 <p><i>Build on the Better Block Program to create a lively, pedestrian and bike-friendly street between Brambleton Ave & Virginia Beach Blvd as the heart of the district</i></p>	<p><i>Early Action/Testing:</i></p> <ul style="list-style-type: none"> - Art Gateways at Brambleton and Va Beach Blvd. - Re-stripe crosswalks and add new crosswalks - Install sharrows, planters, parklets and bike corrals - Facade improvement programs - Food trucks and pop-up retail shops <p><i>Mid-Term and Long-Term Actions:</i></p> <ul style="list-style-type: none"> - Translate planters/devices into permanent infrastructure - New Lighting - Develop and implement a parking strategy - Identify sites for new infill development 	
Virginia Beach Boulevard	 <p><i>Transform a bleak, high speed road into a green civic address with parking for the district between St. Paul's Boulevard and Olney Road.</i></p>	<p><i>Early Action/Testing Phase:</i></p> <ul style="list-style-type: none"> - Striping and planters to define parking and tame roadway - Close speed ramps <p><i>Mid-Term Actions:</i></p> <ul style="list-style-type: none"> - Reconfigure H.O.H. Parking - Create linear bio-detention system as landscaped element - Develop Artist Housing at Granby and Virginia Beach Boulevard - Modify Llewellyn/Virginia Beach/Olney Space <p><i>Long-Term Actions:</i></p> <ul style="list-style-type: none"> - Implement new development 	
Magazine Street	 <p><i>Transform a back alley into a lively small scale market street and central square for the District between Brambleton Avenue and Virginia Beach Boulevard</i></p>	<p><i>Early Actions/Testing:</i></p> <ul style="list-style-type: none"> - Develop Olney Square - Pop up dining rooms, food market and retail - Studios in building at corner of Wilson and Magazine Streets - Link to Va Beach Blvd - Virginian-Pilot parking improvement <p><i>Mid-Term Actions:</i></p> <ul style="list-style-type: none"> - Reconfigure Virginian Pilot/commercial parking - Magazine Street: multi-use paving, farmers market/pop-up retail - Magazine Square: Wilson to Va Beach Blvd amenities - Permanent streetscapes and lighting <p><i>Long-Term Actions:</i></p> <ul style="list-style-type: none"> - New Development on large parking areas 	
Olney Road	 <p><i>Create a blue/green art walk between the Museum and Granby Street as part of re-establishing an east-west, bicycle friendly connection through the City</i></p>	<p><i>Early Action/Testing:</i></p> <ul style="list-style-type: none"> - Extend Museum Art Walk - Install Sharrows - Install planters, parklets, provide bike storage - Virginian-Pilot improvements - Install Skateboard sculpture on Wilson <p><i>Mid-Term Actions:</i></p> <ul style="list-style-type: none"> - Demolish Cofer Building - Develop and Build Artist Live-work units - Create green infrastructure to address flooding - Create link to Olney from the Museum through parking lot - Create the East Olney Gateway at Monticello Avenue - Extend bikeway to Norfolk State University <p><i>Long-Term Actions:</i></p> <ul style="list-style-type: none"> - Infill development along Olney - Develop Artist Live Work units at Olney Gateway 	
Monticello Avenue	 <p><i>Transform an under-utilized highway into a destination address with parking for the District</i></p>	<p><i>Early Action/Testing:</i></p> <ul style="list-style-type: none"> - Close Monticello at Olney - Re-stripe and add planters to define parking <p><i>Mid-Term and Long-Term Actions:</i></p> <ul style="list-style-type: none"> - Promote the redevelopment of hotel frontage and other properties - Build Permanent infrastructure - Build Artist Live/Work at new gateway parcel 	

